

WE CLAIM:

1. A method of promoting a product or service, the method comprising the steps of:
 - inviting a user to visit a web site;
 - presenting material that promotes the product or service to the user when the user visits the web site;
 - presenting questions to the user, wherein the questions relate to the material presented in the material-presenting step;
 - accepting, from the user, responses to the questions presented in the question-presenting step;
 - determining whether a sufficient number of the responses accepted in the accepting step are correct; and
 - providing a reward to the user if it is determined, in the determining step, that a sufficient number of the responses are correct.
2. The method of claim 1, wherein the inviting step comprises the step of distributing a tangible object upon which a URL for the web site is printed.
3. The method of claim 1, wherein the inviting step comprises the step of sending an email containing a URL for the web site.
4. The method of claim 1, wherein the sufficient number in the determining step is 100% of the number of questions presented in the question-presenting step.

5. The method of claim 1, wherein the sufficient number in the determining step is about 80% of the number of questions presented in the question-presenting step.

6. The method of claim 1, further comprising the step of selecting the product or service that is promoted from a plurality of products and/or services based on a code provided by the user, wherein the selecting step is implemented prior to the material-presenting step.

7. The method of claim 1, further comprising the steps of:

informing a user when an insufficient number of the responses accepted in the accepting step are correct;

accepting corrected responses to at least one of the questions that were answered incorrectly; and

providing a reward to the user after the corrected responses have been accepted in the corrected-response accepting step.

8. The method of claim 1, wherein the questions in the question-presenting step are all presented during a first interval of time, and

the responses in the accepting step are all accepted during a second interval of time that follows the first interval of time.

9. The method of claim 1, wherein the questions in the question-presenting step are presented individually, and

the response for each respective question is accepted in the accepting step before any subsequent questions are presented.

10. The method of claim 1, wherein the questions in the question-presenting step are presented individually,

wherein the response for each respective question is accepted in the accepting step before any subsequent questions are presented,

wherein a determination of correctness is made in the determining step for each accepted response before any subsequent questions are presented,

wherein the user is informed when an accepted response is incorrect before any subsequent questions are presented, and

wherein a corrected response is accepted before any subsequent questions are presented.

11. The method of claim 1, further comprising the step of tracking, in a database, the responses accepted in the accepting step.

12. The method of claim 1, wherein the questions presented in the question-presenting step are multiple-choice questions.

13. A method of promoting a product or service, the method comprising the steps of:

presenting material that promotes the product or service to the user when the user visits a web site;

presenting a question to the user, wherein the question relates to the material presented in the material-presenting step;

accepting, from the user, a response to the question presented in the question-presenting step;

determining whether the response accepted in the accepting step is correct; and

providing a reward to the user if it is determined, in the determining step, that the response is correct.

14. The method of claim 13, further comprising the step of inviting a user to visit the web site, wherein the inviting step is performed prior to the material-presenting step.

15. The method of claim 13, further comprising the steps of:

informing a user when the response accepted in the accepting step is incorrect;

accepting a corrected response to the presented question; and

providing a reward to the user after the corrected response has been accepted in the corrected-response accepting step.

16. A method of promoting a product or service, the method comprising the steps of:

inviting a user to visit a web site;

presenting material that promotes the product or service to the user when the user visits the web site;

presenting questions to the user, wherein the questions relate to the material presented in the material-presenting step;

accepting, from the user, responses to the questions presented in the question-presenting step;

determining whether a response to each of the questions presented in the question-presenting step has been accepted;

notifying the user when a response accepted in the accepting step is incorrect; and

providing a reward to the user if it is determined, in the determining step, that a response has been accepted for each of the questions.

17. The method of claim 16, further comprising the step of informing the user of the correct response when a response accepted in the accepting step is incorrect.

18. The method of claim 16, wherein the inviting step comprises the step of distributing a tangible object upon which a URL for the web site is printed.

19. The method of claim 16, wherein the inviting step comprises the step of sending an email containing a URL for the web site.

20. The method of claim 16, further comprising the step of selecting the product or service that is promoted from a plurality of products and/or services based on a code provided by the user, wherein the selecting step is implemented prior to the material-presenting step.

21. The method of claim 16, further comprising the step of tracking, in a database, the responses accepted in the accepting step.

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